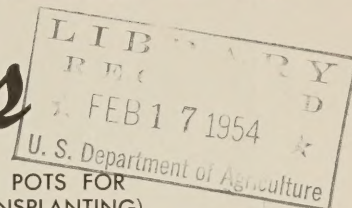


THIS IMPORTANT FACT FROM WILLIS NURSERY'S EXPERIENCE CAN BE VALUABLE TO YOU:

# Field-grown Plants

(TRANSFERRED TO CLOVERSET POTS FOR  
EASIER SELLING & EASIER TRANSPLANTING)



*are* **STURDIER AND MORE SATISFACTORY  
THAN STOCK GROWN IN CONTAINERS**



We have found from long experience that nursery stock grown in the field and then transferred to containers is far better than stock that has grown only in containers. Stock grown in the field has a better chance to develop, has more room for root growth and more soil from which to draw its fertility; the matured plant is more robust, better able to withstand adverse conditions, and more satisfactory in every way.

For these reasons we grow only field-grown stock. For our retail sales, we transfer stock to Cloverset pots because we find them easier to handle ourselves, easier for the customer to carry home safely, and easier for them to remove at transplanting time. Since these pots keep the roots inside the pot, stock can be left in them indefinitely and will continue to thrive and grow.

**WE RECOMMEND**

*Cloverset Pots!*

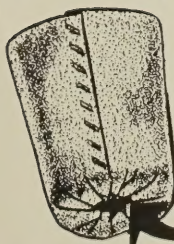
**BECAUSE**

THEY COMPLETELY PROTECT THE ROOTS OF THE GROWING PLANT from damage in the frames, in selling displays, in transportation to homes, and in transplanting. Even inexperienced hands can set out a Cloverset-potted plant without harming the delicate feeder roots.

THEY MAKE PLANTS EASIER TO SELL, AND EASIER TO BUY —

The trim appearance and sparkling dark color of Cloverset pots set off the plants to best advantage; they allow for proper drainage so that plants stay fresh and healthy — and plants in Cloverset pots are as easy to buy and carry home as a loaf of bread!

THEY STRETCH YOUR CASH-AND-CARRY SEASON, FOR MORE PROFITS, because plants well-started in Cloverset pots go right on growing as nicely as you please and may be offered for sale many months after they were originally potted, as well as right away. And they can be safely and easily transplanted at any time, in the customer's yard.



THIS EXCLUSIVE FEATURE insures healthy, growing plants. The bottom tabs on all Cloverset Pots seal in place after first watering, leaving correct opening for proper drainage.

For practical information on the varieties and sizes of stock best suited to potting in Cloverset pots, send for WILLIS NURSERY'S new WHOLESALE PRICE LIST.

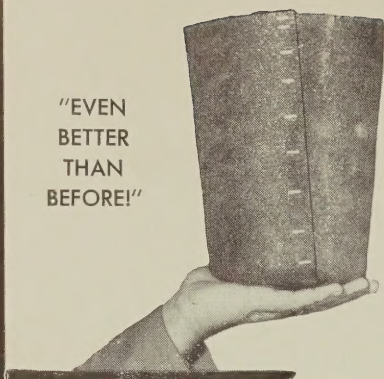


DAMAGED ROOTS MEAN  
SAU, DROOPY PLANTS



WITH ROOTS PROTECTED  
PLANTS STAY LIVELY

"EVEN  
BETTER  
THAN  
BEFORE!"



## FACTS ABOUT THE

# NEW

## Cloverset POTS--

### THEY ARE ONE THIRD LIGHTER AND 20% STRONGER THAN BEFORE

Many of us consider Cloverset pots an essential part of our handling and selling operations, and we know that you will be interested, as we were, in the fact that these pots are now even better than before. Their new material has been tested by a nationally-known testing laboratory and has proved to be one-third lighter in weight and 20 per

cent stronger than the old standard weight pot. They are specially treated to stay pliable even when cold, and are so satisfactory for all uses that the old special light pots are no longer made. Check the "suggestion list" at the left, and see if you are taking full advantage of all the various kinds of cash-and-carry stock that can be profitably sold in Cloverset pots.

### *Suggestions as to types of stock suitable for potting in Cloverset pots*

**NO. 0 SMALL PERENNIALS:** Canterbury Bells, Small Mums, Phlox, Violas, Delphinium, Carnations, Shasta Daisies, Columbine, etc.  
**BULBS:** Narcissus, Lily of the Valley.

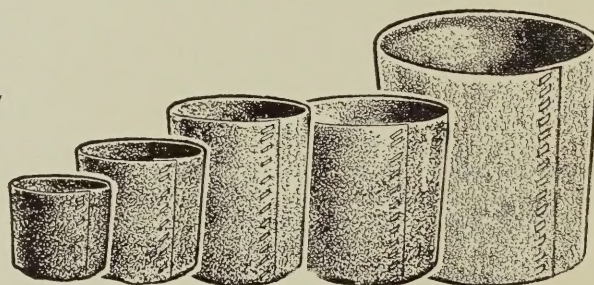
**NO. 1 PERENNIALS:** Chrysanthemums, Lilies, Iris, Day Lilies, etc. **ROSES:** No. 1½ "Junior" roses. **VINES:** Boston Ivy, Silver Lace, Honeysuckle, Clematis, etc.

**NO. 2 ROSES:** Hybrid Teas, Floribundas, 2-year climbers. **SHRUBS:** Almonds, Flowering Quince, Forsythia, Buddleia, Honeysuckle, Hydrangeas, Spireas, etc. **PERENNIALS:** Peonies, Large Mums, Bleeding Heart, etc. **VINES** too large for No. 1 pots.

**NO. 3 SHRUBS:** Lilacs, Deutzia, Crepe Myrtle, Golden Elder, Tamarix, Flowering Almond, Flowering Quince, Mock Orange, Snowball, Spirea, Dogwood, Viburnum, Hydrangeas, etc. Also Berry Bushes, Small Fruit Trees, Small Flowering Trees, Evergreens.

**NO. 4 Large Shrubs, Fruit Trees, Evergreens, Shade Trees.**

IN FIVE SIZES,  
SUITABLE  
FOR MANY  
DIFFERENT  
KINDS OF  
STOCK —



**NO. 0**  
For green-  
house and  
perennials.

**NO. 1**  
For larger  
perennials.

**NO. 2**  
For roses  
& shrubs.

**NO. 3**  
For large  
shrubs, fruit  
trees, small  
trees, and  
evergreens.

**NO. 4**  
For large  
shrubs, trees,  
evergreens.

#### CLOVERSET POT PRICES F.O.B. OTTAWA, KANSAS

Size	Height	Top Diam.	Nearest Clay Pot	No. in Carton	Weight Per 1000	Price Per 100	Price Per 1000
No. 0	5½ in.	5 in.	6 in.	200	210 lbs.	\$3.25	\$30.00
No. 1	6½ in.	6 in.	7 in.	100	331 lbs.	\$4.50	\$42.50
No. 2	9½ in.	7 in.	8 in.	100	520 lbs.	\$5.00	\$47.50
No. 3	9 in.	8 in.	9 in.	100	550 lbs.	\$5.50	\$52.50
No. 4	13 in.	12 in.	—	25	130 lbs.	Per 100	Per 50
						\$7.00	\$13.25
						Per 75 \$19.75	Per 100 \$23.75 Per 1000 \$210.00

Orders for 400 pots or more take 1,000 pot price. Orders for less than 400 take 100 pot price. We do not break cartons.

SAMPLE SET of all five sizes of the new lighter-but-stronger Cloverset pots, only 50c.

## WILLIS NURSERY COMPANY

OTTAWA, KANSAS

Long Distance Telephone Number 25

# THE WILLIS NURSERY COMPANY

ESTABLISHED 1872

LONG DISTANCE TELEPHONE, NUMBER 25

OTTAWA, KANSAS

February 2, 1954

## IS YOUR SELLING SEASON TOO SHORT?

If your answer is -- "TOO Short" -- then do something about it! Extend your selling season by many weeks and make it possible to have plants available for landscape work all summer and fall.

You can pot an assortment of landscape material in Cloverset pots to overcome the disadvantage of not having stock available when your customers want it.

In the past, one of the biggest handicaps to the nursery business has been the short selling season. But the nursery business is making progress and the selling season has been extended by many weeks.

Nursery stock established in Cloverset pots is ready to sell at any time. You can give your customers the best values by transplanting field-grown shrubs, vines and trees to Cloverset pots. They will have better root systems and stronger tops.

For your convenience in making your selection to pot, we are enclosing a SPECIAL LIST of varieties and sizes especially recommended for planting in Cloverset pots. Pot in February or March and have the stock ready to sell by April.

Use the convenient order blank enclosed. Start your profit-making Cloverset program now. Order today.

(The nursery business is going to POT (s) for a longer selling season)

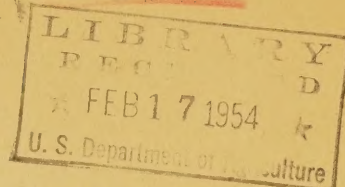


SHRUBS  
TREES  
VINES  
PERENNIALS

THE WILLIS NURSERY COMPANY  
OTTAWA, KANSAS  
February 3, 1954

*Special List of Varieties and Sizes*

ESPECIALLY RECOMMENDED FOR  
PLANTING IN CLOVERSET POTS  
300, alike or assorted, at 1000 rates



	SHRUBS	Per 10	Per 100	Per 1000
ALMOND, PINK FLOWERING ( <i>Prunus glandulosa rosea</i> )				
18 to 24 inches . . . . .		5.00	45.00	400.00
12 to 18 inches . . . . .		3.50	30.00	250.00
ALTHEA ( <i>Hibiscus syriacus</i> ) Rose of Sharon				
Anemone. Double pink				
18 to 24 inches . . . . .		3.50	30.00	
Lucy. Double red				
18 to 24 inches . . . . .		3.50	30.00	
12 to 18 inches . . . . .		2.00	18.00	
Purple. Semi-double purple				
18 to 24 inches . . . . .		3.50	30.00	
12 to 18 inches . . . . .		2.00	18.00	
BARBERRY ( <i>Berberis</i> )				
Red Leaf ( <i>B. thunbergi atropurpurea</i> )				
9 to 12 inches . . . . .		3.00	25.00	
Thunbergi (Japanese Barberry)				
12 to 15 inches . . . . .		3.00	25.00	
9 to 12 inches . . . . .		2.00	15.00	
BUDDLEIA (Butterfly Bush)				
Charming. Best pink Butterfly Bush				
Medium . . . . .		3.20	28.00	250.00
No. 2 . . . . .		2.00	18.00	150.00
Dubonnet, Live, reddish-purple				
Medium . . . . .		3.20	28.00	250.00
No. 2 . . . . .		2.00	18.00	150.00
Floralart. Handsome orchid-lavender				
Medium . . . . .		3.20	28.00	250.00
No. 2 . . . . .		2.00	18.00	150.00
Red. As nearly red as any Butterfly Bush				
Medium . . . . .		3.50	30.00	275.00
No. 2 . . . . .		2.40	20.00	175.00
White Cloud. Well formed spikes of white flowers				
Medium . . . . .		3.50	30.00	275.00
No. 2 . . . . .		2.40	20.00	175.00
CALLICARPA DICHOTOMA ( <i>Purpurea</i> ) Purple Beautyberry				
18 to 24 inches . . . . .		4.00	35.00	300.00
12 to 18 inches . . . . .		3.50	30.00	250.00
CARYOPTERIS INCANA, BLUE MIST (Blue Beard, Blue Spirea)				
No. 1 . . . . .		4.00	35.00	
Medium . . . . .		3.00	25.00	
CORNUS (Dogwood)				
Alba Sibirica (Coral Dogwood)				
18 to 24 inches . . . . .		4.50	40.00	
12 to 18 inches . . . . .		2.50	22.00	
Sanguinea (Bloodtwig Dogwood)				
18 to 24 inches . . . . .		4.50	40.00	350.00
12 to 18 inches . . . . .		3.00	25.00	200.00



	<u>Per 10</u>	<u>Per 100</u>	<u>Per 1000</u>
COTONEASTER ACUTIFOLIA (Peking Cotoneaster)			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
CRAPEMYRTLE ( <i>Lagerstroemia indica</i> ) Common Crapemyrtle			
Pink			
12 to 18 inches . . . . .	3.00	25.00	
Red			
12 to 18 inches . . . . .	3.00	25.00	
William Toovey			
12 to 18 inches . . . . .	4.50	40.00	
FLOWERING QUINCE, <i>Chaenomeles lagenaria</i> (Formerly <i>Cydonia Japonica</i> )			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.50	30.00	250.00
DEUTZIA LEMOINE			
15 to 18 inches . . . . .	4.50	40.00	
EUONYMUS			
Europaeus			
18 to 24 inches . . . . .	5.00	45.00	400.00
12 to 18 inches . . . . .	3.50	30.00	250.00
FORSYTHIA (Golden Bell)			
Fortunei			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	2.50	22.00	200.00
Intermedia Spectabilis (Showy Forsythia)			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Spring Glory			
18 to 24 inches . . . . .	5.00	45.00	400.00
12 to 18 inches . . . . .	3.50	30.00	250.00
HONEYSUCKLE ( <i>Lonicera</i> )			
Fragrantissima (Winter Honeysuckle)			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Morrowi			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Tatarica Rosea			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Tatarica Rubra (Wheeling Strain)			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Zabeli			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
HYDRANGEA			
Nikko Blue			
No. 1 . . . . .	9.00	85.00	800.00
Peegee ( <i>Hydrangea paniculata grandiflora</i> )			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.50	30.00	250.00
Snowhill ( <i>Hydrangea arborescens grandiflora</i> )			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.50	30.00	250.00
KOLKWITZIA AMABILIS (Beauty Bush)			
12 to 18 inches . . . . .	3.50	30.00	



	<u>Per 10</u>	<u>Per 100</u>	<u>Per 1000</u>
LILACS (Syringa)			
Rothomagensis (S. Chinensis) Chinese Lilac.			
18 to 24 inches . . . . .	4.50	40.00	
12 to 18 inches . . . . .	3.50	30.00	
PHILADELPHUS (Mockorange)			
Coronarius (Sweet Mockorange)			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Grandiflora			
12 to 18 inches . . . . .	3.00	25.00	200.00
PRUNUS			
Tomentosa (Manchu or Nanking Cherry)			
12 to 18 inches . . . . .	3.50	30.00	
RIBES AUREUM (Odoratum)			
18 to 24 inches . . . . .	4.50	40.00	
12 to 18 inches . . . . .	3.50	30.00	
SALIX (Willow)			
Pussy Willow			
18 to 24 inches . . . . .	3.50	30.00	
12 to 18 inches . . . . .	2.50	22.00	
Irrorata (Bluestem Willow)			
18 to 24 inches . . . . .	4.00	35.00	
12 to 18 inches . . . . .	3.00	25.00	
SPIREA			
Anthony Waterer			
9 to 12 inches . . . . .	3.00	25.00	
Billiardi			
18 to 24 inches . . . . .	4.50	40.00	350.00
12 to 18 inches . . . . .	3.00	25.00	200.00
Prunifolia Plena (Double Bridalwreath)			
18 to 24 inches . . . . .	4.50	40.00	
12 to 18 inches . . . . .	3.50	30.00	250.00
Vanhouttei (Bridalwreath)			
2 to 3 feet . . . . .	4.50	40.00	350.00
18 to 24 inches . . . . .	3.50	30.00	250.00
12 to 18 inches . . . . .	2.50	20.00	150.00
SYMPHORICARPOS (Snowberry)			
Vulgaris (Coralberry)			
18 to 24 inches . . . . .	3.50	30.00	
12 to 18 inches . . . . .	2.50	20.00	
TAMARIX			
Hispidia (Kashgar T.)			
2 to 3 feet . . . . .	5.00	45.00	400.00
18 to 24 inches . . . . .	4.00	35.00	300.00
12 to 18 inches . . . . .	3.00	25.00	200.00
VIBURNUM OPULUS STERILIS (Snowball)			
18 to 24 inches . . . . .	5.50	50.00	
12 to 18 inches . . . . .	4.00	35.00	
WEIGELA			
Eva Rathke			
18 to 24 inches . . . . .	5.00	45.00	
12 to 18 inches . . . . .	3.50	30.00	
Rosea			
12 to 18 inches . . . . .	3.00	25.00	220.00



SHADE AND ORNAMENTAL TREES

	<u>Per 10</u>	<u>Per 100</u>
ASH GREEN ( <i>Fraxinus lanceolata</i> )		
5 to 6 feet . . . . .	11.00	100.00
4 to 5 feet . . . . .	8.50	75.00
BIRCH ( <i>Betula</i> )		
Cutleaf Weeping		
6 to 7 feet . . . . .	31.50	300.00
5 to 6 feet . . . . .	26.50	250.00
European White ( <i>Betula Pendula</i> )( <i>Alba</i> )		
5 to 6 feet . . . . .	21.50	200.00
CATALPA BUNGEI ( <i>Umbrella Catalpa</i> )		
4 to 5 feet stems, 1 year heads . . . . .	14.00	125.00
3 to 4 feet stems, 1 year heads . . . . .	10.00	85.00
FLOWERING CRABS ( <i>Malus</i> )		
Atrosanguinea		
3 to 4 feet . . . . .	8.50	80.00
2 to 3 feet . . . . .	5.50	50.00
Dolgo		
3 to 4 feet . . . . .	6.50	60.00
2 to 3 feet . . . . .	4.50	40.00
Eleyi ( <i>Eley Crab</i> )		
3 to 4 feet . . . . .	8.50	80.00
2 to 3 feet . . . . .	5.50	50.00
Niedzwetzkyana ( <i>Red-Vein Crab</i> )		
3 to 4 feet . . . . .	8.50	80.00
2 to 3 feet . . . . .	5.50	50.00
Red Silver		
3 to 4 feet . . . . .	8.50	80.00
2 to 3 feet . . . . .	5.50	50.00
ELM ( <i>Ulmus</i> )		
American ( <i>Ulmus Americana</i> )		
5 to 6 feet . . . . .	8.00	70.00
Chinese ( <i>Ulmus pumila</i> )( <i>Siberian</i> )		
5 to 6 feet . . . . .	8.00	70.00
HACKBERRY ( <i>Celtis occidentalis</i> )		
5 to 6 feet . . . . .	11.00	100.00
4 to 5 feet . . . . .	8.00	75.00
HONEYLOCUST, THORNLESS ( <i>Gleditsia triacanthos inermis</i> )		
5 to 6 feet . . . . .	14.00	125.00
4 to 5 feet . . . . .	9.00	85.00
MAPLE ( <i>Acer</i> )		
Soft or Silver ( <i>A. saccharinum</i> )		
5 to 6 feet . . . . .	9.50	85.00
PEACH DOUBLE FLOWERING		
Camelliaflora, Red		
3 to 4 feet . . . . .	7.50	65.00
2 to 3 feet . . . . .	5.50	50.00



	<u>Per 10</u>	<u>Per 100</u>
PRUNUS TRILOBA		
3 to 4 feet . . . . .	11.00	100.00
2 to 3 feet . . . . .	8.50	75.00
THORN, PAUL'S SCARLET		
4 to 5 feet, branched . . . . .	25.00	235.00
WILLOW (Salix)		
Niobe Weeping		
3 to 4 feet . . . . .	3.50	30.00
Thurlo Weeping		
5 to 6 feet . . . . .	7.00	65.00
4 to 5 feet . . . . .	5.00	45.00
3 to 4 feet . . . . .	3.50	30.00
Wisconsin Weeping		
5 to 6 feet . . . . .	7.00	65.00
4 to 5 feet . . . . .	5.00	45.00
3 to 4 feet . . . . .	3.50	30.00

VINES

	<u>Per 10</u>	<u>Per 100</u>
BITTERSWEET, AMERICAN (Celastrus scandens)		
2 year, No. 1 . . . . .	4.00	35.00
2 year, Medium . . . . .	3.00	25.00
CLEMATIS		
Coccinea. Brilliant scarlet		
Medium . . . . .	3.50	30.00
Crispa. Bluish-purple		
Medium . . . . .	3.50	30.00
Paniculata, white		
2 year No. 1 . . . . .	5.50	50.00
HONEYSUCKLE (Lonicera)		
Goldflame		
2 year, Medium . . . . .	4.50	40.00
Hall's Japan (L. halleana)		
2 year, No. 1 . . . . .	3.00	25.00
Yellow Trumpet		
2 year No. 1 . . . . .	4.00	35.00
2 year Medium . . . . .	3.00	25.00
IVY, AMERICAN (Ampelopsis quinquefolia)		
2 year, No. 1 . . . . .	3.50	30.00
2 year, Medium . . . . .	3.00	25.00
SILVER LACEVINE		
2 year, No. 1 . . . . .	4.50	40.00
2 year, Medium . . . . .	3.50	30.00
WISTERIA SINENSIS (Chinese Wisteria)		
2 year, No. 1 . . . . .	4.50	40.00
2 year, Medium . . . . .	3.50	30.00



PERENNIALS ESPECIALLY RECOMMENDED FOR PLANTING IN CLOVERSET POTS

All Field Grown

	<u>Per 10</u>	<u>Per 100</u>
<u>ASTERS, HARDY</u>		
Blue Gem. Bright blue . . . . .	1.90	16.00
Blue Gown. Best light blue. . . . .	1.90	16.00
Mrs. F. W. Raynor. Large red . . . . .	2.10	18.00
Red Rover. Deep rose-red . . . . .	2.10	18.00
Sam Banham. Large pure white . . . . .	1.90	16.00
<u>CHRYSANTHEMUMS, HARDY</u>		
<u>Cushion Type</u>		
Bronze Cushion. Deep bronze . . . . .	2.10	18.00
Commander. Double red flowers, yellow center. . . . .	2.10	18.00
Major Cushion. Improved pink cushion. . . . .	2.10	18.00
Pink Cushion. Bright pink . . . . .	2.10	18.00
White Cushion. Opens pink, turns white. . . . .	2.10	18.00
<u>Tall Growing</u>		
Glow Worm. Late, butter yellow . . . . .	2.40	20.00
Gnome (Button). Yellow . . . . .	2.40	20.00
Hebe (Korean). Bright pink . . . . .	2.40	20.00
Louise Schling. Coppery-red . . . . .	2.40	20.00
Nellie Richardson. Large lavender . . . . .	2.40	20.00
September Dawn. Bright rosy pink . . . . .	2.40	20.00
Terry. Soft dark wine-red . . . . .	2.40	20.00
<u>COREOPSIS (Tickseed)</u>		
Mayfield Giant. Golden yellow, best . . . . .	1.40	12.00
<u>DICENTRA (Bleeding Heart)</u>		
Spectabilis (Old Fashioned B. H.) 3 to 5 eyes . . . . .	4.50	40.00
<u>GYPSOPHILA (Baby's Breath)</u>		
Bristol Fairy. Large, double, good for cutting . . . . .	4.50	40.00
Paniculata. Many tiny white flowers . . . . .	1.40	12.00
<u>GAILLARDIA (Blanket flower)</u>		
Dazzler. Large, yellow, red center. . . . .	1.40	12.00
<u>HELIANTHUS (Perennial Double Sunflower)</u>		
Loddon's Gold. Blooms all summer . . . . .	3.50	30.00
<u>LATHYRUS (Perennial Sweet Pea)</u>		
Pink Beauty . . . . .	1.80	15.00
Dark Red . . . . .	1.80	15.00
White Pearl . . . . .	1.80	15.00
<u>LILY OF THE VALLEY</u>		
3 year, imported pips . . . . .	..	5.00
<u>LYTHRUM</u>		
Prolificum. Clear rose, tall stems. . . . .	1.90	16.00
<u>SEDUM (Stonecrop)</u>		
Spectabilis brilliant. Bright rose-pink . . . . .	1.90	16.00
<u>SHASTA DAISY</u>		
Alaska. Large white flowers, yellow centers . . . . .	1.40	12.00
<u>STOKESIA (Stoke's Aster)</u>		
Blue Moon. Large, blue daisy-like flowers . . . . .	2.10	18.00

See our spring wholesale price list for complete list of perennials -  
Many other desirable varieties for potting.

